

Power, Language, And Ideology Of Barack Obama Speech

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ABSTRAK

This thesis presents Critical Discourse Analysis entitled Power, Language, and Ideology Obama's Speech, in this case the researcher chooses the speech of Obama as the data, when he came to Indonesia last year. The aim of this thesis is to find out the power, language, and ideology of Obama's speech. This thesis starts by describing several theories of critical discourse analysis in correlation to discourse and speech. Then, the discussion was analyzed by using Thomas Huckin's three methods of critical discourse analysis. The method of this research was descriptive qualitative which described the fact and characteristics systematically. The unit of analysis was utterances, since the data were written text or script of the speech taken from a web. In this research, the speech tried to be friendly with the audience. At the beginning of speech, the speaker told the audience about his life when he lived in Indonesia. The body of the speech mostly exposed about the relationship between Indonesia and United States of America. The most interesting thing is that the speaker put a "bahasa" on the speech which is good for the situation between the speaker and the audience. The finding and the result of Critical Discourse Analysis is the Critical Discourse Analysis can explore the relationships among language, ideology and power. It provides a new idea and method to analyze public addresses. So it is worth for us to pay more attention. From the side of language that the speaker used formal language that can easily shorten the distance between the speaker and the audience. From the ideology of the speaker of the speech is so powerful, to create imagination the listener and also to persuade the listener. From the Power of the speaker side that the speech proves the speaker has a power of the speech like the enthusiasm the peo